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People Profile: Jill Grogg

Editor

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need. NetLibrary's experience clearly demonstrates that growth in both adoption and usage of eBooks has been steady within the library community, albeit perhaps at a slower rate than anticipated. The lack of a number of committed, strong players in the market with stable business models, the variety of technology platforms and applications appearing and disappearing from the market, and the general complexities associated with new technologies has served to cause confusion and slow adoption which was further hampered by recent library budgetary constraints. In the consumer market, the lack of any dominant reading device has likely been the cause of mixed results. The fact remains, however, that the first and primary use for eBooks has been for research reference purposes and, in that regard, they are well suited to library needs.

Michael Hart, Founder, Project Gutenberg

My response is that these people have no idea what the world would/should/could be like when everyone has a personal library of millions of eBooks.

Virtually all the million dollar corporate eBook ventures, both hardware and software, have been designed with business plans that were fundamentally designed to charge as much as possible for eBooks and/or eBook readers, often to the point of charging *more* for eBooks than their paper counterparts, even though there were no costs for printing, warehousing, shipping, etc., and that editing them was so much easier.

As a result, each of these business plans was ultimately designed to fail, perhaps intentionally, out of a fear that the paper books market might go the same direction as when music switched from vinyl to CDs starting only 20 years ago, and finishing *very* quickly.

Steve Potash, Founder/CEO, OverDrive, Inc.

As with new technologies, the eBook market continues to change, grow and evolve. Both large and smaller independent publishers are seeing growing revenue from eBook sales as more and more consumers begin to use eBooks. We are finding that libraries have an important role in the adoption of eBooks.

Question 2: Currently, there are a large number of eBook formats, which makes it nearly impossible for libraries to cater to multiple devices patrons may own. When can libraries expect standardization in viewing technology?

Tom Prehn, Sr. Business Dev. Mgr. - ePublishing, Adobe Systems Incorporated

Current Adobe PDF eBooks are available for the most popular devices, including PCs, Macs, Palm OS PDAs, and Pocket PC PDAs. The market will con-

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Jill E. Grogg

BORN & LIVED: Born, Pulaski, Virginia; Lived, most of the Southeastern Conference (Tennessee, Georgia, South Carolina, Mississippi and Alabama) and for one very cold year, Maine.

FAMILY: One husband, one son.

EDUCATION: BA, English, **University of Tennessee** at Chattanooga (1994); MA, English, **University of Mississippi** (1998); MS, Information Sciences, **University of Tennessee** (2001).

FIRST JOB: First job ever, Confederama (tourist attraction), Chattanooga, TN; First library job, Instruction Librarian, **Mississippi State University**.

PROFESSIONAL CAREER AND ACTIVITIES: Although I've been a librarian a relatively short time, I have worked in both public and technical services as a reference/instruction librarian and as a serials librarian. My research interests include the linking of scholarly materials. I am involved in the ALA New Members Round Table and the ACRL Instruction Section.

FAVORITE BOOKS: *To Kill a Mockingbird* by Harper Lee and *Sexual Personae* by Camille Paglia.

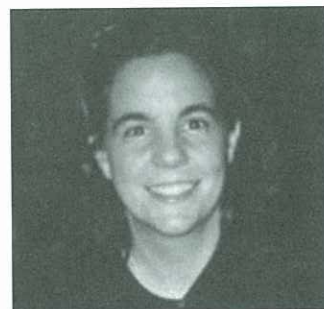
PET PEEVES/WHAT MAKES ME MAD: Those who can't see the humor in all aspects of life.

PHILOSOPHY: It is what it is.

MOST MEANINGFUL CAREER ACHIEVEMENT: My research agenda and publishing activities, which came from a wonderful mentoring relationship I had with a graduate school professor, Dr. Carol Tenopir.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: I hope I will still enjoy librarianship (whether in technical or public services) on a day-to-day basis.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Generally, I don't make it a practice to prognosticate, but I believe we will continue to experience the transition to electronic-only titles, both serial and monographic. Indeed, while print is certainly not dead, tumbleweeds are blowing through many a deserted periodical reading room. I also believe that linking (via the OpenURL or otherwise) must be at the forefront of any library's agenda. To ignore linking is to ignore our very core purpose of putting the right resource in the right hands at the right time.



tinue to winnow out viewing technologies that do not meet users needs.

Ronald G. Musto and Eileen Gardiner, Project Directors, ACLS History eBook Project

eBooks can and will take a variety of forms: the CD-ROM, the "Open eBook," and Web-CDs have offered variously successful models for electronic publication. But from the outset the History eBook Project focused on the World Wide Web as the most promising — and convenient — approach to electronic publishing. The best way of ensuring standardization in viewing technology is

to eliminate the inconvenience of proprietary solutions to portable devices and offer books through the Internet on a wide variety of devices adopting common standards.

William A. Woishnis, Chairman & Chief Marketing Officer, Knovel Corporation, Knovel Interactive E-Library

Knovel's delivery platform is proprietary but the content is formatted using standard technologies including HTML and PDF. The Web browser has almost universal adoption and allows for many different "back-end" technologies to be

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